

PROCELL®

PROFESSIONAL BATTERIES

The professional brand from The Duracell Company

9th March 2023

Duracell have been made aware of one incident of shorting and overheating on our Procell® Constant AAA Batteries in a device from Artistic Licence. We take any incidents very seriously, and we are now working directly with Wayne at Artistic Licence and Plasa to understand the exact reasons behind this occurrence.

The Procell® brand belongs to the Duracell group and we produce high quality batteries that are distributed worldwide, and the production of each battery cell always follows a very thorough manufacturing process.

We are currently conducting the necessary investigations on the batteries and devices and will update Plasa members on the outcome of the tests as soon as possible, within the next 30 days.

Kind regards

M.Almond

Martin Almond

Associate Sales Director – B2B Professional Europe